

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR WEB SITE USER REDIRECTION

Abstract

5 A system method and computer program product for redirecting a
consumer (i.e., user) to a previously selected Web site is provided. In an
embodiment of the invention, the user acquires a product or service from a first
Web site. In the course of acquiring the product or service, the first Web site
places a cookie on the user's computer. The cookie identifies the first Web site
and associates it with the product or service the user has purchased.
10 Subsequently, the user will receive a Universal Resource Locator (URL) from a
second Web site offering the same product or service. When the user activates the
URL, they are directed to the second Web site. In response, the second Web site
searches for a relevant cookie located on the user's computer. If found, the
second Web site determines from the cookie whether the user already possesses
15 the particular product or service being offered by the second Web site. If the
second Web site determines that the user already possesses the product or service,
the second Web site redirects the user to the first Web site, which is specified by
the cookie. If the second Web site determines that the user does not possess the
product or service, the second Web site proceeds to offer the product or service
20 to the user. As a result, a user who already possesses the product or service will
not receive duplicate offers to supply the product or service from multiple Web
sites.

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